

99-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 理財與企業倫理J1 | Serial No. / ID | 2553 / CDC6998 |
| Dept. | 共同教學中心 | School System / Class | 大學日間部6年2班 |
| Lecturer | 徐傳瑛 | Full or Part-time | 專任 |
| Required / Credit | Optinal / 2 | Graduate Class | NO |
| Time / Place | (二)78 / J216 | Language | Chinese |

| Introduction |
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| The purpose of this course is to establish the basic knowledge and capacity of stocks, bonds, mutual funds, taxes and insurance. Meanwhile to build up the proper concept of business ethics in order to equip students with solid and good value. |

| Outline |
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| This course includes three categories: 1. Personal financial planning: subjects cover important financial issues such as insurance, investment tools, taxes and loan. 2. Business ethics: Subjects cover economical, social and environmental ethics. 3. Case Study: Subjects cover Taiwanese, American and Japanese business scandals. |

| Prerequisite |
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| None |